

# LinkedIn empowered to scale and improve its innovative All Hands meetings

LinkedIn's twice-monthly Company All Hands is far more than the usual company update that employees expect. Instead, the highly anticipated show, which is broadcast live to LinkedIn's over 11,000 employees, includes lighthearted introductions of new hires, keynotes from company leaders and a direct address from CEO Jeff Weiner and the executive team.

"There's immense value in the show being live," says Dan Swiney, LinkedIn's Live Production and Streaming Manager. "You can see and hear your fellow employees and it helps everyone feel more connected with the leadership and their coworkers around the world."

The Company All Hands provides a refreshingly innovative way for LinkedIn's leadership to engage with the company's employees on a regular basis, even as the company rapidly grows. However, the shows haven't always been seamlessly delivered.

For LinkedIn, Kollective's Software Defined Enterprise Content Delivery Network (SD ECDN) technology changed the game, helping LinkedIn scale its live broadcasts and freeing up resources that Swiney has leveraged to make the programming even better.

## The challenge: Avoiding Code Red

The goal of LinkedIn's deeply experienced production team is always the same—to deliver each live stream without a hitch. The stakes are especially high in producing the Company All Hands meeting. "The show is fun, but it also contains critical communication coming from the company's highest leadership to every employee at LinkedIn," Swiney says.

Unfortunately, the company's past system caused an undue amount of stress with every broadcast. "It's slightly traumatic to flashback to those times," Swiney jokes. As the popularity of the All Hands meeting grew—and the staff expanded simultaneously—the team was frustrated with the lack of reliability and unsure if they could meet the growing demand.

*"Before Kollective, the worry was, **will the livestream even work?**" Swiney stated, "**Kollective eliminated that concern,** and helped us expand what was possible with our live video programming."*



### UP CLOSE

Headquarters: Sunnyvale

CEO: Jeff Weiner

Employees: 11,000+ and growing

Global locations:

30 offices around the world

Monthly livestreams: 12+

“The system began to crumble under the success of the stream,” Swiney says. He’d have an IT team waiting on standby during the Company All Hands to deal with potential network issues, and an escalation plan ready in case things went wrong. The team also instituted a system of code yellows and reds to signal trouble, and often implemented creative fixes for downed servers on the fly.

But even with these backstops, the company’s previous solution still struggled to deliver the content to the growing number of viewers. Employees would miss out on parts of the show or lose the stream entirely. “The servers simply weren’t able to handle the stream when we got to thousands of people,” says Chris Packard, LinkedIn’s live streaming producer.

## The solution: One system to solve it all

Frustrated with the lack of reliability, Swiney and his team began looking for a new livestream solution. LinkedIn had a few key requirements; most critically, the company needed something that could handle thousands of internal users and continue to scale with ease. “It was all about scale,” Packard says. “We had about 4,000 employees at that time and now we’re at 11,000 and growing.”

The production team needed a solution that worked with Macs and PCs, with a simple sign-in, an analytics component, and great security. And of course, any solution had to come with reasonable price tag.

The team landed on Collective fairly quickly. “We had a frank, honest conversation about what we needed and what Collective could do,” Swiney says. “I appreciated the straightforwardness—and the fact that Collective offered a simple answer to what seemed to us like a complicated issue.”

Collective’s SD ECDN provided exactly what LinkedIn wanted, delivering flawless, high-quality video across the organization without impacting the company’s network. In addition, Collective offered enterprise-grade security, deep analytics and a quick and painless deployment.

## THE RESULT: Collective just works

For Swiney, the first Company All Hands with the new Collective technology was initially nerve-wracking. He needn’t have worried. “Introducing more complications was my biggest fear with this project,” Swiney says. “But it just worked.”

The deployment was so uneventful that Swiney found himself able to actually watch some of the show for the first time. Just as notable:

- The team witnessed improved quality and consistency of the stream.
- Livestream viewers increased by 35%.
- Average view time increased to 51 minutes.
- The company’s network experienced a 75% reduction in bandwidth usage.

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THE SOLUTION PROVIDED PEACE-OF-MIND FOR THE PRODUCTION AND CORPORATE COMMUNICATIONS TEAMS. SWINEY NO LONGER NEEDS TO STAFF UP TO PRODUCE THE COMPANY ALL HANDS; INSTEAD HIS TEAM FOCUSES THEIR TIME AND ENERGY ON IMPROVING THE SHOW’S CONTENT, INCLUDING ADDING INTEGRATED SLIDES, EXPLORING ADDITIONAL CAMERA ANGLES AND MORE.



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